

**REMARKS**

The Examiner has issued a requirement for information under 37 C.F.R. § 1.105. Applicants respond as follows:

The Examiner states that

At page 4 of the specification, the applicant states that web sites store the authentication for a buyer so that the buyer does not have to re-enter the information.

(Office Action, Feb. 9, 2005, p. 2.) Applicants do not understand this statement. Page 4 of the specification does not describe that a web site "stores the authentication." Moreover, it is not clear what the Examiner means by "stores the authentication."

The Examiner requires the identification of a web site that can "automatically identify a buyer by retrieving the buyer's identification stored on the buyers [sic] computer." Id. Amazon.com's web site used a cookie to identify a buyer more than 1 year before the filing of the present application. The use of a cookie to identify a buyer is described in U.S. Patent Application No. 08/928,951, which was cited in the Information Disclosure Statement file by applicant on July 23, 1999.

The Examiner requires that applicants "state the specific improvements of the subject matter in claims 44-59, 71-85, and 122-139 over the disclosed prior art and indicate the specific elements in the claimed subject matter that provide those improvements." Id. Applicants do not understand what the Examiner means by "specific improvement...over the disclosed prior art." If the Examiner is basing this requirement for information under 37 C.F.R. § 1.105(a)(1)(vi), applicant<sup>s</sup> respectfully submit<sup>s</sup> that it is intended to apply to improvements claimed in Jepson format under 37 C.F.R. § 1.75(e). Since the claims are not in Jepson format and not required to be in Jepson format, this requirement for information is inappropriate.

The Examiner requires applicants to provide specific page and line numbers within the disclosure that describes structure or acts of means or step plus function elements.

The claims do not include elements that are expressed as a means or step for performing a specified function without the recital of structure, material, or acts in support thereof.

Applicants respectfully request reconsideration of this application and its early allowance.

Applicants believe no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 50-0665, under Order No. 249768013US from which the undersigned is authorized to draw.

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Respectfully submitted,

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